

DM Productions LLC

Reno - Lake Tahoe - Phoenix

Inbound Marketing - The Online Cocktail Party

One tequila, two tequila, three tequila ... floor. George Carlin had it nailed when he described a cocktail party. A lot of companies are finding they cannot even find the floor as they hit the wall when it comes to social media campaigns.

How do I write a blog? What is Twitter good for anyway? Facebook ... how will that help my business? Who is going to maintain all of these sites? Plus our website?

In more traditional "outbound" marketing campaigns, you build your list of potential business prospects, call them or send your potential customers something to read or view, and then you follow up with another phone call. You have received this type of information before from companies that prospect Chamber of Commerce lists or contact new business filings from business journals.

Even though you are being proactive in your marketing approach, you are asking for their business before they even know you, your products or your services..

There is far less interest in outbound marketing than there used to be because with the new social media platforms, your potential clients want engagement, they want social networking, and they demand your participation before they are issue an order.

Inbound marketing is often described as an *online cocktail party* where you introduce yourself and join conversations. You share information with a company blog, you send your news out using Twitter to keep your customers and your stakeholders informed of the latest news and developments and you build a strong branded presence online.

You build business relationships first. Your potential clients will ask you for information, for your ideas and opinions and finally for business.

Sounds good to you but who's going to do the work?

Take a breath. Relax. That is precisely what DM Productions LLC and our team of inbound marketing professionals take over ...for companies with little experience in internet marketing and/or limited staff, an Inbound Marketing Agency provides the skilled partner to help them build a better online presence and capture new sales.

What are the qualities of a great inbound marketing firm?

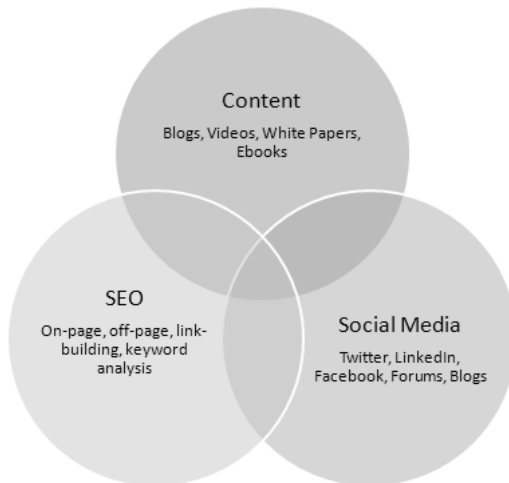
1. **Experience** - Inbound Marketing and Social Media Marketing have only been around for a few years, so no one can say they have a lot of experience. DM Productions LLC has been at the cutting edge of social media campaigns with Internet enabled press releases, dynamic website design, online marketing, search engine optimization (SEO), and creative copywriting for years.

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- 2. Branded Strategies** - Strong brands enhance the results of marketing programs. It's important to position marketing communications programs as a subset of a marketing strategy, which itself are driven by overarching branding strategy. No matter what the message you are trying to convey to media or your end user, your company is also developing its brand ... your logo and trademarks, your website, your special events, and even your mission statement,. A corporate branding strategy ensures your company develops a strong, reliable image that increases awareness and builds customer loyalty.
- 3. Pay Attention to Even the Smallest Detail** – Remember it is a comprehensive marketing effort and you need to leverage all of the elements ... from blog writing, Internet enabled press releases, dynamic content on your website, use of HD video cross-marketed on YouTube.com to social media site. If a social network or community makes sense for your client, join it and build your branded online presence. Educate your client in the online etiquette and pitfalls of social media. Finally, check all your website links, online SEO, keywords, and design the website so that the best possible calls-to-action are effective in capturing qualified leads.
- 4. Work Hard and Work Smart** – Nothing has really changed in business. Hard work and good planning yield good results. If you create consistent great online content, develop a social media strategy, use the proper keywords in your website content, and maintain a strong branded online presence, you will start to rise to the top of the Google page rankings, Your website traffic will increase and you will capture more qualified leads.

Components of Inbound Marketing



Make a Commitment to Build Your Online Brand

Take all of your poker chips and push them all-in ... that is the best strategy to start with when you begin to implement your inbound marketing strategy.

Make a commitment in your time, your talent and your treasure because this inbound marketing campaign will pay you dividends on your investment.

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What do we do?

DM Productions LLC and our team of professionals develop inbound marketing strategies that will put your online marketing campaigns on target.

We provide a comprehensive inbound marketing strategy including:

- Dynamic website design with animation, streaming video, and navigation
- HD Video services including script, hosting, filming, editing and compression for the web
- Creative Content (strategy, training copywriting for blogs, videos and more)
- Social media marketing (social media strategy, press releases, promotion, and training)
- Search engine optimization and management
- Lead tracking and analysis of lead conversion

Our team transforms your website into a high-performance lead generation engine, providing a branded strategy, dynamic design, analytics and content creation.

About DM Productions LLC

DM Productions is a full service firm focused on our core strengths including strategic marketing, corporate communications, [public relations including social media campaigns](#), branding strategies, [HD videos](#), grant writing and management expertise, [dynamic website design](#), creative services including online communication with Web 2.0 tools, media escort services, corporate sponsorship strategies, [capitalization/exit strategies](#) and [turnkey special events](#).

For effective, compelling website design, our web design team can:

- Analyze the competition's websites and we will suggest a series of design and marketing recommendations to develop the technical and skill requirements to build the website.
 - Conduct Search Engine Optimization (SEO) & Search Engine Management (SEM) strategies to get your site listed at the top of popular search engines like Google.
 - Choose Keywords that will also help your SEO/SEM and links to Technorati.
 - Establish Social Media links to add traffic to your website.
 - Perform Website and Social Media Audits to determine your effectiveness in SEO/SEM.
 - Provide comprehensive graphic design for navigation buttons, icons, flash animation, cascading stylesheets, and branded continuity to build your winning brand.
 - Develop database programming and eCommerce solutions.
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